

Departamento de Petén

Gasto turístico
Tarjetas de crédito 2023



Instituto
**Guatemalteco
de Turismo**

Gasto – Petén

Período: enero – diciembre 2023

Gasto total

\$ 8,449,165.42

Top 10

| No. | País de Origen | Total Gasto | % |
|--------------|---------------------------|------------------------|-------------|
| 1 | Estados Unidos de América | \$ 3,084,956.94 | 36.51% |
| 2 | Francia | \$ 776,098.48 | 9.19% |
| 3 | Alemania | \$ 768,117.96 | 9.09% |
| 4 | Reino Unido | \$ 412,701.91 | 4.88% |
| 5 | Países Bajos | \$ 357,678.19 | 4.23% |
| 6 | Canadá | \$ 354,964.55 | 4.20% |
| 7 | México | \$ 295,278.99 | 3.49% |
| 8 | Australia | \$ 229,138.72 | 2.71% |
| 9 | España | \$ 195,255.76 | 2.31% |
| 10 | Suiza | \$ 163,461.99 | 1.93% |
| 11 | Resto de países | \$ 1,811,511.93 | 21.44% |
| Total | | \$ 8,449,165.42 | 100% |

Segmentos de mercado

| | Segmento de Mercado | Total Peten | % |
|---------------------------------------------------------------------------------------|-------------------------------------|------------------------|-------------|
|  | Hoteles y Alojamiento | \$ 2,100,370.79 | 24.86% |
|  | Restaurantes y Cenas | \$ 436,205.17 | 5.16% |
|  | Alimentos y Abarrotes | \$ 205,267.84 | 2.43% |
|  | Combustibles | \$ 199,127.10 | 2.36% |
|  | Tiendas Minoristas | \$ 262,334.45 | 3.10% |
|  | Mejoras y Suministros para el hogar | \$ 50,537.51 | 0.60% |
|  | Droguerías y Farmacias | \$ 30,081.81 | 0.36% |
|  | Automotor | \$ 18,701.83 | 0.22% |
|  | Transporte | \$ 18,280.87 | 0.22% |
|  | Servicios de Viaje | \$ 65,258.20 | 0.77% |
|  | Entretenimiento | \$ 5,220.93 | 0.06% |
|  | Retiro de efectivo | \$ 5,057,778.92 | 59.86% |
| Total | | \$ 8,449,165.42 | 100% |



Gasto – Peten

| Segmento de Mercado | ESTADOS UNIDOS DE AMÉRICA | % | FRANCIA | % | ALEMANIA | % | REINO UNIDO | % | PAÍSES BAJOS | % | CANADÁ | % |
|-------------------------------------|---------------------------|--------|---------------|--------|---------------|--------|---------------|--------|---------------|--------|---------------|--------|
| Hoteles y Alojamiento | \$ 1,173,230.62 | 38.03% | \$ 108,250.33 | 13.95% | \$ 85,395.44 | 11.12% | \$ 52,564.96 | 12.74% | \$ 36,907.56 | 10.32% | \$ 76,521.31 | 21.56% |
| Restaurantes y Cenas | \$ 204,733.77 | 6.64% | \$ 18,062.36 | 2.33% | \$ 24,831.92 | 3.23% | \$ 14,843.27 | 3.60% | \$ 7,173.38 | 2.01% | \$ 20,254.25 | 5.71% |
| Alimentos y Abarrotes | \$ 121,905.52 | 3.95% | \$ 9,603.04 | 1.24% | \$ 10,894.32 | 1.42% | \$ 4,561.46 | 1.11% | \$ 1,785.47 | 0.50% | \$ 6,743.99 | 1.90% |
| Combustibles | \$ 101,416.48 | 3.29% | \$ 5,809.86 | 0.75% | \$ 5,821.74 | 0.76% | \$ 1,119.00 | 0.27% | \$ 616.63 | 0.17% | \$ 8,029.94 | 2.26% |
| Tiendas Minoristas | \$ 179,357.75 | 5.81% | \$ 7,209.13 | 0.93% | \$ 6,435.29 | 0.84% | \$ 3,302.69 | 0.80% | \$ 1,390.87 | 0.39% | \$ 8,344.54 | 2.35% |
| Mejoras y Suministros para el hogar | \$ 42,516.85 | 1.38% | \$ 438.25 | 0.06% | \$ 227.58 | 0.03% | \$ 351.29 | 0.09% | \$ 23.39 | 0.01% | \$ 438.39 | 0.12% |
| Droguerías y Farmacias | \$ 13,708.52 | 0.44% | \$ 682.37 | 0.09% | \$ 1,549.94 | 0.20% | \$ 1,055.47 | 0.26% | \$ 275.09 | 0.08% | \$ 1,018.93 | 0.29% |
| Automotor | \$ 12,971.91 | 0.42% | \$ 191.18 | 0.02% | \$ 407.34 | 0.05% | \$ 333.76 | 0.08% | \$ - | 0.00% | \$ 408.81 | 0.12% |
| Transporte | \$ 6,882.60 | 0.22% | \$ 1,892.89 | 0.24% | \$ 294.88 | 0.04% | \$ 100.61 | 0.02% | \$ 126.08 | 0.04% | \$ 341.60 | 0.10% |
| Servicios de Viaje | \$ 19,776.38 | 0.64% | \$ 3,233.04 | 0.42% | \$ 7,551.23 | 0.98% | \$ 3,104.20 | 0.75% | \$ 1,981.12 | 0.55% | \$ 2,338.91 | 0.66% |
| Entretenimiento | \$ 846.59 | 0.03% | \$ 64.05 | 0.01% | \$ 35.32 | 0.00% | \$ - | 0.00% | \$ - | 0.00% | \$ 63.26 | 0.02% |
| Retiro de efectivo | \$ 1,207,609.95 | 39.15% | \$ 620,661.98 | 79.97% | \$ 624,672.96 | 81.33% | \$ 331,365.20 | 80.29% | \$ 307,398.60 | 85.94% | \$ 230,460.62 | 64.92% |
| Total | \$ 3,084,956.94 | 100% | \$ 776,098.48 | 100% | \$ 768,117.96 | 100% | \$ 412,701.91 | 100% | \$ 357,678.19 | 100% | \$ 354,964.55 | 100% |

| Segmento de Mercado | MÉXICO | % | AUSTRALIA | % | ESPAÑA | % | SUIZA | % | Resto de Países | % |
|-------------------------------------|---------------|--------|---------------|--------|---------------|--------|---------------|--------|-----------------|--------|
| Hoteles y Alojamiento | \$ 74,664.70 | 25.29% | \$ 14,121.87 | 6.16% | \$ 57,956.33 | 29.68% | \$ 24,816.65 | 15.18% | \$ 395,936.02 | 21.86% |
| Restaurantes y Cenas | \$ 13,212.22 | 4.47% | \$ 7,554.12 | 3.30% | \$ 12,223.67 | 6.26% | \$ 5,602.40 | 3.43% | \$ 107,708.81 | 5.95% |
| Alimentos y Abarrotes | \$ 6,455.55 | 2.19% | \$ 2,568.26 | 1.12% | \$ 1,846.33 | 0.95% | \$ 2,580.01 | 1.58% | \$ 36,318.89 | 2.00% |
| Combustibles | \$ 12,367.14 | 4.19% | \$ 316.24 | 0.14% | \$ 2,020.39 | 1.03% | \$ 2,390.93 | 1.46% | \$ 59,213.75 | 3.27% |
| Tiendas Minoristas | \$ 8,605.18 | 2.91% | \$ 1,528.65 | 0.67% | \$ 4,348.90 | 2.23% | \$ 1,329.44 | 0.81% | \$ 40,477.01 | 2.23% |
| Mejoras y Suministros para el hogar | \$ 2,938.07 | 1.00% | \$ - | 0.00% | \$ 13.80 | 0.01% | \$ - | 0.00% | \$ 3,584.89 | 0.20% |
| Droguerías y Farmacias | \$ 573.47 | 0.19% | \$ 688.66 | 0.30% | \$ 382.18 | 0.20% | \$ 260.26 | 0.16% | \$ 9,881.92 | 0.55% |
| Automotor | \$ 282.50 | 0.10% | \$ - | 0.00% | \$ - | 0.00% | \$ - | 0.00% | \$ 4,101.33 | 0.23% |
| Transporte | \$ 1,470.10 | 0.50% | \$ 267.71 | 0.12% | \$ 276.62 | 0.14% | \$ 167.53 | 0.10% | \$ 6,455.25 | 0.36% |
| Servicios de Viaje | \$ 2,624.65 | 0.89% | \$ 1,346.33 | 0.59% | \$ 3,124.43 | 1.60% | \$ 1,624.75 | 0.99% | \$ 18,548.16 | 1.02% |
| Entretenimiento | \$ 30.71 | 0.01% | \$ 12.50 | 0.01% | \$ - | 0.00% | \$ - | 0.00% | \$ 4,163.50 | 0.23% |
| Retiro de efectivo | \$ 172,054.70 | 58.27% | \$ 200,734.38 | 87.60% | \$ 113,063.11 | 57.91% | \$ 124,690.02 | 76.28% | \$ 1,125,062.40 | 62.11% |
| Total | \$ 295,278.99 | 100% | \$ 229,138.72 | 100% | \$ 195,255.76 | 100% | \$ 163,461.99 | 100% | \$ 1,811,451.93 | 100% |